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Oil shock puts industry on crisis alert

AUTOMOTIVE NEWS-JOE WILSSENS

Price pangs

Don Clapp raises gasoline prices at Dick's Sunoco, New Baltimore, Mich., for the third time since the Aug. 2 Iraqi attack on Kuwait.

Car sales periled as gas prices rise

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The movement of one army in the Middle East again has brought the auto industry face-to-face with a double-edged sword: higher gasoline prices and the prospect of recession.

The slumping U.S. industry was already helping to drag the U.S. economy toward a standstill. And with Iraq's invasion of Kuwait, economists began dusting off formulas concerning the impact of rising fuel prices on car sales.

The scenarios weren't promising. Prices of crude oil rose by almost 50 percent as the world boycotted oil from Iraq and Kuwait, which together last year had 7.37 percent of the world's production. A week after the invasion, prices for self-serve unleaded gasoline had risen an average of 16.2 cents per gallon nationally. If the increase holds, it could cost the U.S. industry a half-million sales annually, according to General Motors economists who say that for every 15-cent increase in gasoline prices, vehicle sales drop by 500,000 units.

The possibility of prolonged Middle East instability and an era of tighter oil could also alter the ground rules for automotive sales success.

To be sure, minicar specialists such as Daihatsu Motor Co. have reason to smile. And prospects for BMW's V-12 models have hardly been enhanced, despite claims by some experts that buyers who shell out $70,000 for a car don't pay attention to gas prices.

But the consensus among analysts is that there is far more competitive balance — but not parity — among the world's automakers than there was in the 1970s, when U.S. buyers flocked to fuel-efficient Japanese

see CRISIS, page 4

No effect yet, dealers say

By Greg Bowens and Wes Brown
SPECIAL CORRESPONDENTS

An *Automotive News* survey of 47 dealers nationwide indicates there will be no surprises in the 10-day sales report due Tuesday.

Five of the 13 dealers who reported a drop in sales blamed the Iraq crisis.

Joe Gentile, owner of a Barrington, Ill., Chrysler dealership, said, "I think people are apprehensive because they don't know what's going to happen."

Meanwhile, 14 dealers reported an increase in traffic last week, and 20 said there was no change in sales or showroom traffic. Nissan-Jeep-Eagle dealer Trevor Rolfe of Carson City, Nev., summed up the majority opinion of dealers on the effect of the crisis on sales: "It's just too early to tell."

Stempel wand gives new look to GM staffs

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Erdman

Whitman

Katko

For a new chairman who said major changes in the organization weren't needed, Robert C. Stempel's version of General Motors already looks different from the GM that Roger B. Smith left behind.

In a string of important moves during Stempel's first full week on the job, GM announced:

- A major shakeup in its marketing, public relations, product planning and economics staffs.
- The creation of a GM Supplier Policy Forum to improve communications between the corporation and its suppliers. The group is modeled after the GM-Dealer Policy Committee, a group of GM dealers that works with the company on policies affecting dealers.
- The appointment of Michael

see REORGANIZE, page 44

1995 Chrysler compact pushes luxury car aside

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

TRAVERSE CITY, Mich. — Chrysler Corp. will delay development of its new luxury-car platform in favor of the 1995 replacement for its bread-and-butter car lines.

Chrysler had considered introducing in about the 1995 model year a rear-wheel-drive luxury car powered by a V-8 engine. The program's code name is LX.

But Glenn Gardner, Chrysler general manager of new platform engineering, said that instead, the company will focus on engineering its new compact platform.

Gardner identified the platform that will receive the extra attention — code-named JA — as mid-sized, but declined to provide additional details. However, Chrysler previously has identified its upcoming LH platform as mid-sized, and company sources have identified JA as a compact platform.

The new JA platform has been scheduled for a 1995 model-year introduction. It will replace Chrysler's A-body Dodge Spirit, Plymouth Acclaim and Chrysler LeBaron sedans and the J-body Chrysler LeBaron coupe and convertible.

The company's decision signals its intent to try to regain market share in the heart of the car market. Chrysler has been roundly criticized by analysts for relying on Jeep and minivans for corporate profits while tolerating weak car sales. In the first half of 1990, Chrysler's share of the U.S. new-car market dropped to 9.0 percent from 10.65 percent for the first-half of 1989.

Gardner, speaking to reporters at the University of Michigan Management Briefing here, said Chrysler will introduce its new mid-sized LH platform in the 1993 model year. The compact JA platform will bow two years after LH, he said.

Gardner said Chrysler decided to delay the limited-volume luxury LX because "it is one of those products that you could do or not do and it would not make or break the corporation."

But mid-sized and compact products are vital to Chrysler, he said. And dealers have told the company that "they must be protected in that market," Gardner said.

He would not say how long LX will be delayed. The program had not received final corporate approval, but the program was anticipated for the 1995 model year. LX was planned as a stretched de-

see CHRYSLER, page 6

Golden parachutes protect Subaru execs

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Four top Subaru of America Inc. executives have secured "golden parachutes" worth three years of salaries and benefits if they are fired after Fuji Heavy Industries Ltd. takes over Subaru.

Chairman Harvey H. Lamm, 54, and his three-man management team declined to say last week whether their severance agreements mean they are more or less likely to leave the company. Lamm, a co-founder of the distributor in 1968, had said earlier they planned to stay after the merger, which is scheduled for Sept. 30.

Agreements have been negotiated for Lamm; Thomas R. Gibson, 47, president and chief operating officer; Marvin S. Riesenbach, 60, executive vice president and chief financial officer; and Philip L. Lustbader, 40, group vice president and general counsel.

see PARACHUTES, page 6

NEWSPAPER

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tte July
were the only losers among domestic
the last 10 days of July as car and
8 percent over 1989. Story on Page 42.

Mercedes still thrills owners, Power finds

By Kristine Stiven Breese and Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTERS

Mercedes-Benz took the J.D. Power and Associates' Car Sales Satisfaction Index crown for the fourth straight year, while Infiniti and Lexus debuted near the top.

The survey measures consumers' perception of quality in three areas: initial product quality, in which Mercedes-Benz ranked highest; salesperson performance, in which Infiniti placed first; and delivery, in which Saab ranked highest.

Salesperson performance is weighted most in the index.

Toyota finished ahead of Honda for the first time in the four years of the survey. Porsche fell mightily, from a tie with Buick for third last year to somewhere below average. Power did not release the Porsche score.

Also released last week was the Power 1990 New Compact Truck Sales Satisfaction Index Study. Scores above the industry average of 93 were: Ford and Pontiac, 103; Chevrolet, 102; Oldsmobile, 100; GMC, 99; Toyota, 97; Chrysler, 95.

More than 100,000 owners of new cars, trucks and minivans were surveyed three months after their purchases.

1990 CAR SALES SATISFACTION INDEX

1989 Rank	1990 Rank	Nameplate	1990 Score	Change from 1989
1	1	M-B	145	+ 8
—	2	Infiniti	143	—
2	3	Cadillac	138	+ 2
—	4	Lexus	136	—
3	5	Buick	134	+ 5
5	6	Lincoln	130	+11
7	7	Oldsmobile	125	+11
5	8	Mercury	123	+ 4
9	8	Jaguar	123	+13
b/a	10	BMW	114	+ 9
b/a	11	Saab	113	+11
b/a	12	Audi	112	+19
8	13	Chrysler	111	– 1
12	14	Ford	110	+ 4
12	14	Toyota	110	+ 4
9	16	Chevrolet	109	– 1
		Average	**109**	**+ 3**
9	17	Honda	108	– 2
3	b/a	Porsche		–21*

* Or more; figure not released.
b/a Below average
SOURCE: J.D. Power and Associates

Bidwell, Jeep-Eagle dealer spar over product allocation

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

In what seemed like verbal volleys before a barroom brawl, a dealer zone chairman and Chrysler Motors Chairman Bennett Bidwell sparred over the allocation of products to the company's Jeep-Eagle franchise.

It began when New Orleans Jeep-Eagle zone chairman Johnny Beck criticized Chrysler and its management in a letter to all dealers in the zone, which includes Mississippi, Alabama, Louisiana and the tip of northern Florida.

Somehow, Bidwell got a copy of the letter. And that prompted Bidwell to fire back a reply to those same dealers.

The underlying issue is Chrysler's product allocation to the Jeep-Eagle network, which was created with Chrysler's purchase of American Motors Corp. in 1987.

Caught in the crossfire, dealers glimpsed a rare public display of temper between the factory and one its retailers.

For example, Beck's three-page message to all dealers in the zone claims that "Chrysler Corporation does not give a damn about your individual success as a Jeep dealer. This means the great Chrysler Corporation does not care about your company, you as a dealer or your family. The only exception would be something that directly benefits them."

Beck further charges that in the wake of the AMC purchase, Chrysler Corp. chairman Lee Iacocca "flat out right lied" to Jeep-Eagle dealers about future product plans.

In a reference to Chrysler's recent decision to sell the three-door Mitsubishi-built Colt subcompact

see BRAWL, page 44

AUTOMOTIVE NEWS/JOE WILSEREIS

> "Mr. Iacocca flat out right lied to pull the Jeep dealers together when Chrysler bought out Jeep/Renault."
>
> **Johnny Beck**
> New Orleans Jeep-Eagle zone chairman

> "I will not personally sit by and let a great American and a lot of dedicated people be demeaned by a tin-horn mudslinger."
>
> **Bennett Bidwell**
> Chrysler Motors chairman

GM eyes throwaway video as direct mail of the future

By Kathy Jackson and Phil Frame
AUTOMOTIVE NEWS STAFF REPORTERS

It may become the ultimate junk mail, but Chevrolet thinks disposable videocassettes could trash catalogs as direct-mail marketing tools.

Chevrolet's use of throwaway cassettes is 18 months to two years away because the technology must be developed further, said Michael Erdman, outgoing Chevrolet general marketing manager.

"We've done a lot of research, and I think there's a good possibility (of using video) if you get the cost down," Erdman said.

Erdman, who becomes vice president of marketing for General Motors of Canada Sept. 1, said Chevrolet could aim videocassettes at one million homes annually. Studies estimate that 62 percent of U.S. households have at least one videocassette player.

The campaigns could be used to promote Chevrolet's total vehicle line or just new vehicles, he said.

Erdman said such plans would depend on more development of the cardboard cases and paper-based videotape that are key to disposable cassettes. Videos now are made of plastic and Mylar tape.

Disposable tape supposedly would cost less and could be viewed eight to 12 times before the image began to wash out.

Erdman said the cost of sending out four- to six-page catalogs is about $12 per piece. He estimated that the cost of sending a marketing message via disposable videocassettes could be $8 per piece.

Chevrolet, like some other car companies, already distributes videos, generally to dealers or buyers of certain vehicles.

Chris Hudson, senior design manager for Carlson Marketing Group, a video production company in Troy, Mich., said the cost to duplicate current cassettes is $3 to $4 each. Hudson said disposable tapes would reduce the duplication cost to about $2 each.

Erdman said he anticipates the costs for production, postage and buying mailing lists would be the same for catalogs and disposable videos. The savings in disposable videos would be in duplication and materials, he said.

Videos could have a bigger impact than printed matter, at least at the outset, Erdman said.

If Chevrolet does distribute a million videocassettes, video company executives say it would be the biggest campaign ever with that technology.

INDEX

Around the world	24-25
Classifieds	34-40
Dealing with dealers	22
Incentive watch	44
Inventories	42, 44
Keith Crain	12
Late news	8
Legal briefs	18
Letters	14
Obituaries	26
Opinion	12
Personnel	28
Production	45
Sales, car	42-44
Sales, import car	42-44
Sales, truck	42
Truck industry	16

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A Bugatti worker is shown with the 60-valve V-12 engine that will utilize four turbochargers, develop 550 horsepower and push the supercar beyond 210 mph.

TERRA FIRMA: *Bugatti venture appears solid after a failed palace coup*

By Richard Johnson and Luca Ciferri
AUTOMOTIVE NEWS STAFF

CAMPOGALLIANO, Italy — Despite a thwarted takeover attempt by its managing-technical director last month, the fledgling Bugatti supercar venture here has every appearance of being on solid ground.

Compared to the usual hand-to-mouth look of independent carmaking startups, the size and grandeur of this enterprise is startling.

Bugatti Automobili S.p.A. Appears to have no lack of resources. For an outfit that hasn't begun road testing its first prototype, Bugatti has a dazzling new set of modern buildings and is still adding to its supercar campus in Campogalliano, about six miles northwest of Modena. And this Xanadu is made all the more intriguing by dint of its mysterious financial backing.

The first Bugatti model, expected to cost almost $650,000, is still unseen by the outside world. But it is understood to be a mid-engine, four-wheel-drive two seater. Power will come from a 60-valve V-12 engine that utilizes four turbochargers, develops 550 horsepower and pushes the car beyond 210 mph. Road tests will start either this month or next on a remote Michelin test track in southern Spain.

The group picks up the mantle of legendary Franco-Italian carmaker Ettore Bugatti, who died in 1947 at age 66 after producing reliable, enduring and beloved

see BUGATTI, page 26

AROUND THE WORLD

Peugeot and GM lead European productivity gains

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Peugeot S.A. and General Motors Europe, which have added market share faster than other European auto companies in recent years, emerged in the late 1980s as Europe's most efficient carmakers, according to a new study.

The report also says that despite a 32.70 percent hike in productivity from 1982 to 1987, European carmakers still lagged well behind the Japanese. The report cited separate figures, which show the Japanese at 16.27 vehicles per employee in 1988.

London-based Euromotor Reports Ltd.'s extensive "European Car Factory Report" includes a detailed directory of 68 assembly plants and 169 component and design facilities. The report forecasts several trends, including the emergence of "hyperplants" with twice the capacity of the average European plant today.

It also contains the first major, independent attempt to gauge capacity in Europe.

The Peugeot Group, including the Peugeot and Citroen brands, topped productivity tables at the conclusion of the study period in 1987 with output of 17.36 cars per employee annually.

GM was next at 15.82 cars.

Since then, GM and Peugeot have led Europe in market share growth, and profits have increased sharply for both.

EUROPEAN CAR ASSEMBLY PRODUCTIVITY

Cars produced per employee annually

	1982	1983	1984	1985	1986	1987	%change 82-87
Peugeot Group	10.54	11.26	11.69	12.76	14.30	17.36	64.71
GM	11.64	14.11	12.37	14.64	15.31	15.82	35.93
Fiat	9.86	11.79	13.44	14.66	14.74	15.16	53.80
Ford	10.12	11.44	11.65	12.35	13.80	14.52	43.44
Renault	12.19	11.64	10.12	10.67	12.75	13.96	14.54
Rover	4.89	6.01	5.54	8.26	7.63	13.09	167.80
Volvo	10.74	12.25	11.53	11.23	11.47	11.41	6.17
VW-Audi	8.94	9.13	9.66	10.68	10.26	11.06	23.76
Saab	7.93	8.80	8.27	8.21	8.62	8.53	7.67
BMW	8.90	9.44	9.23	9.21	8.52	8.07	-9.33
Daimler-Benz	4.41	4.52	4.35	4.79	5.10	5.05	14.43
Jaguar	2.25	3.23	3.50	3.68	3.61	3.84	50.93
Total	9.27	10.05	9.88	10.83	11.35	12.30	32.70

SOURCE: Euromotor Group

Peugeot and GM Europe also have embarked on a three-pronged strategy recommended by the study's authors:

- Rehabilitating existing plants.
- Breaking down bottlenecks.
- Selective use of three-shifting instead of building new plants.

The report warns that "capital should only be committed to new factory construction to replace completely uneconomic facilities."

GM Europe has pioneered three-shift scheduling, and Peugeot is considering round-the-clock operations at key plants. In addition, Peugeot's upgrading of its 78-year-old plant in Sochaux, France, is cited as a prime example of "grayfield" rehabilitation.

"PSA has shown a dramatic productivity increase," according to the Euromotor analysis.

The report says Peugeot increased its ratio of cars per year per employee by 64.71 percent to 17.36 cars in the 1982-87 period, while GM improved 35.93 percent to a 15.82 ratio.

Among other full-range manufacturers, Fiat Auto S.p.A., excluding Alfa Romeo, gained 53.80 percent to 15.16 vehicles per employe per annum. Ford of Europe improved 43.44 percent to 14.52 cars; Renault S.A. rose 14.54 percent to 13.96; and Volkswagen AG rose 23.76 percent to 11.06.

BMW AG productivity declined 9.33 percent during the study period to 8.07 cars per employe per year. It was the only company to suffer a decline. But the drop was attributed to the increasing complexity of BMW cars. The figure was still well above Daimler-Benz AG's 5.05 cars and Jaguar plc's 3.84 in 1987.

In 1982 the 12 largest automakers in European countries built an average of 9.27 cars per employee annually. By 1987, the average had risen to 12.30.

The report says overall productivity in the United Kingdom rose 114 percent to 10.27 cars in the five-year period, still below the industry average. Productivity in West Germany gained a modest 4.28 percent to 8.50 cars. But the lower West German figure reflects high volume of high-option-content cars, distorting direct comparisons.

Euromotor concludes that Japanese manufacturers — which according to separate data produced 16.27 vehicles per employee in 1988 — enjoy a healthy advantage over the Europeans in productivity.

The report says Europe will have usable capacity of 13.8 to 14.4 million cars annually by the mid-1990s, or "close to the range of anticipated demand." But it also concludes that increasing use of three-shift operations could boost capacity by two million units annually.

Furthermore, it warns that "new East European ventures, including a commitment by GM to increase (European) capacity by 25 percent, will put additional pressure on the industry's ability to keep capacity in line with demand." GM has said it plans to increase its European capacity from 1.5 million units to two million by the mid-1990s.

The findings also point to a possible "hyperplant" trend in Europe. Such large complexes could produce 400,000 to 500,000 cars per year, double the annual average European auto plant output of 231,662 cars.The report says hyperplants "will be magnets for services and for the operations of suppliers providing just-in-time delivery service."

The findings also point to a possible "hyperplant" trend in Europe. Such large complexes could produce 400,000 to 500,000 cars per year, double the annual average European auto plant output of 231,662 cars.

European Car Factory Report

Soft sell.

NISSAN

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Aug. 10*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	Aug. 10*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	Aug. 10*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	Aug. 10*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited.
Interest-free 24-month loans available on some models.

Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Crown Victoria	$750	7.9	7.9	7.9	10.9	Sept. 26
Grand Marquis	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Finance incentive is 4.8 percent for 48 months on Ford Taurus and Thunderbird and Mercury Sable and Cougar.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile	$750-$2,000	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Pontiac Firebird	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750	1.0	4.9	4.9	10.9	Sept. 4

Mazda (1990 models)		
323 SE	$750	Oct. 2
MX-6, 626	$500-$1,000	Sept. 5
Trucks	$750	Sept. 5
MPV	$500-$700 discount on option packages	Sept. 5
Mitsubishi (1990 models)		
Cars	$500-$2,000*	Aug. 31
Trucks	$750-$2,000*	Aug. 31

*Payments differ by regions.

Nissan (1990 models)		
Sentra	$1,000-$1,200	Oct. 2
Trucks	$1,000	Oct. 2
Sterling 1989 models	$5,000	Sept. 30
1990 models		Sept. 15
Subaru		
Justy (1989-90)	$500-$1,000	Oct. 2
Loyale (1990)	$800-$1,200	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

Ford, Mercury cleanup rebate is $1,000

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

For Ford and Mercury buyers, $1,000 is the magic number in the cleanup rebate derby. Eleven Ford and Mercury 1990 car lines carry that payment in a revised incentive program announced last week.

Nissan Motor Corp. in U.S.A. placed new buyer incentives on pickup trucks and Sentra cars and dealer rebates on pickups and Stanza cars. Hyundai added cut-rate financing to its program.

Chrysler Corp. extended its buyer incentives until Tuesday. They had been been scheduled to expire last Friday.

Ford Motor Co.'s $1,000 rebates cover Ford 1989-90 Escort and 1990 Probe, Mustang, Tempo, Taurus, Thunderbird and Crown Victoria models and Mercury Topaz, Sable, Cougar and Grand Marquis cars. There's also a $750 rebate on 1990 Ford Festiva and 1991 Crown Victoria and $1,000 on 1991 Grand Marquis.

Instead of cash, buyers can choose finance rates of 7.9 percent for contracts up to 48 months and 10.9 percent for 60-month loans. The up-to-48-month rate is 4.8 percent on Taurus, Thunderbird, Sable and Cougar.

Remaining in effect are the previously announced customer rebates of $1,500 on the Lincoln Continental and $2,000 on the Lincoln Mark VII.

All Ford Motor Co. incentives for buyers expire Sept. 26.

Special finance rates on 1991 Ford Escort and Mercury Tracer are being offered through regional programs for a limited time.

Ford extended its incentives to truck buyers through Sept. 26. The program offers a choice of 7.9 percent to 10.9 percent financing or rebates of $600 on the Aerostar, F-series pickup and Econoline Van and Club Wagon, $1,000 on the Ranger and $1,500 on the Bronco and Bronco II.

Ford dealer incentives include $2,000 on the Taurus SHO and $300 on the Crown Victoria. Lincoln dealers pick up $1,500 to $2,500 on the Town Car and $1,000 to $2,000 on the Continental and Mark VII based on the number of units sold. The dealer program also runs through Sept. 26.

Nissan's new plan pays consumers $1,000 on the 1990 Sentra standard model, $1,200 on all other Sentras and $1,000 on all trucks through Oct. 2.

Nissan's dealer incentive program pays $100 to $1,000 on the 1990 Stanza based on the number of units sold through Oct. 2. Until Nov. 2, Nissan is paying dealers $100 to $200 on 1990 and 1991 trucks, based on the number sold.

Hyundai, which has been offering rebates of $500 to $750 on its 1989 and 1990 models, expanded the program to give buyers a choice of taking the cash rebate or financing of 1.0 percent for 24 months, 4.9 percent for 36 months, 7.9 percent for 48 months and 9.9 percent for 60 months. The offer runs through Sept. 4.

Special Correspondent Wes Brown contributed to this report.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

Nissan		
Stanza (1990)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	Aug. 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Aug. 31
Fox	$750-$1,000	Aug. 31
Corrado	$1,500	Aug. 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

Note: Some makers offer rebates to dealers on sales of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

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SALES

Sales rise in late July

But cars, trucks decline 2% for month

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. and Ford Motor Co. were the only losers among domestic car builders during the last 10 days of July as car and truck sales rose 4.38 percent over 1989.

The crisis in the Mideast, which began in August, had no effect on July 21-31 sales of 374,704 cars and trucks. Car sales rose 0.22 percent; truck sales increased 11.29 percent. The selling period had nine days each year.

Chrysler, which has not had a winning 10-day period since the end of May, suffered most among domestic carmakers in late July. Chrysler's car and truck sales declined 7.42 percent. Sales rose for the Eagle and Chrysler nameplates, but Dodge and Plymouth faltered.

Car sales dipped for both of Ford Motor Co.'s divisions for a combined 12.98 percent drop, the biggest decline for the 10-day period. Ford's 11.73 percent increase in truck sales helped limit the overall sales decline to 2.98 percent.

General Motors reported increases in both car and truck sales for a combined gain of 15.64 percent in the period.

Mazda had the biggest increase

see SALES, page 44

DOMESTIC Market Shares

	July Sales	Pct. of Total
Subcompact	81,967	13.88
Compact	180,832	30.62
Intermediate	222,201	37.63
Standard	101,778	17.24
Speciality	3,698	0.63
TOTAL	590,476	100.00

DOMESTIC CARS, DAYS' SUPPLIES

	Aug. 1 1990	July 1 1990	Aug. 1 1989
Talon	73	59	—
Premier	41	194	97
Total Eagle	**54**	**89**	**97**
Horizon	65	105	71
Laser	92	79	51
Sundance	83	96	90
Reliant	—	—	99
Acclaim	38	40	52
Total Plymouth	**63**	**62**	**72**
LeBaron A	56	43	—
LeBaron J	48	73	88
LeBaron GTS	—	—	190
Fifth Avenue (rwd)	—	—	72
Fifth Avenue (fwd)	105	95	—
Imperial	140	147	—
New Yorker C	36	45	63
Total Chrysler	**57**	**62**	**79**
Omni	72	114	78
Shadow	61	88	63
Monaco	38	79	—
Daytona	94	125	69
Aries	—	—	89
Lancer	—	—	175
Spirit	48	51	63
Dynasty	64	55	53
Total Dodge	**62**	**69**	**67**
CHRYSLER MTRS.	**60**	**66**	**72**
Escort	67	62	62
Mustang	71	87	53
Tempo	55	75	67
Taurus	63	65	48
Thunderbird	75	97	100
Probe	34	57	77
Crown Victoria	63	61	57
Total Ford Div.	**60**	**69**	**62**
Topaz	54	74	67
Sable	50	87	55
Cougar	59	75	89
Grand Marquis	61	69	47
Total Mercury	**56**	**76**	**63**
Continental	51	58	56
Town Car	52	41	49
Mark VII	56	80	50
Total Lincoln	**52**	**48**	**51**
Total L-M Div.	**54**	**64**	**60**
FORD MOTOR CO.	**59**	**68**	**62**
Skyhawk	—	39	79
Somerset/Skylark	41	32	43
Century	80	83	83
Regal	70	83	97
LeSabre	65	77	54
Reatta	97	174	74
Electra/Park Ave.	57	119	71
Riviera	67	92	63
Total Buick	**65**	**74**	**68**
Allante	60	95	76
Seville	26	19	98
DeVille	85	89	78
Brougham	69	93	91
Eldorado	61	64	95
Total Cadillac	**71**	**70**	**83**
Geo Prizm/Nova	39	56	119
Cavalier	56	59	69
Camaro	39	58	61
Celebrity	26	30	56
Corsica/Beretta	49	48	56
Lumina/Monte Carlo	53	60	82
Caprice	67	78	61
Corvette	45	39	91
Total Chevrolet	**49**	**55**	**68**
Calais	43	54	87
Cutlass Ciera	81	45	90
Cutlass Supreme	125	110	93
88	64	113	66
98	62	107	54
Toronado	44	63	158
Total Oldsmobile	**70**	**75**	**81**
Sunbird	46	51	64
Firebird	72	81	48
Grand Am	30	35	72
Pontiac 6000	119	72	70
Grand Prix	75	63	102
Bonneville H	105	106	78
Safari/Parisienne	—	—	64
Total Pontiac	**58**	**56**	**73**
GENERAL MTRS.	**58**	**62**	**72**
HONDA	**20**	**25**	**25**
MAZDA	**45**	**85**	**45**
MITSUBISHI	**66**	**45**	**24**
NISSAN	**79**	**106**	**72**
TOYOTA*	**52**	**58**	**34**
SUBARU	**112**	**145**	**—**
DOMESTIC TOTAL	**56**	**62**	**65**
Subcompact	**44**	**50**	**47**
Compact	**50**	**59**	**62**
Intermediate	**61**	**64**	**60**
Standard	**69**	**79**	**62**
Specialty	**58**	**62**	**66**

*Estimate

LIGHT-DUTY TRUCK SALES

	July 1990	July 1989	7 Mos. 1990	7 Mos. 1989
Vans	15,265	15,731	95,589	103,775
Aerostar	16,528	18,175	114,044	119,540
Club Wagon	1,550	2,200	13,316	16,395
Ranger	25,886	25,668	170,560	163,348
Bronco	3,974	5,168	32,606	35,560
Bronco II/Explorer	18,397	10,003	86,585	63,348
Pickups	46,453	48,670	340,770	354,294
Ford	**128,053**	**125,615**	**853,470**	**856,260**
Vans	10,599	13,055	66,143	69,446
Sportsvan	943	1,035	6,027	8,113
Geo Tracker†	3,198	779	20,148	5,250
Astro	11,262	16,880	78,500	86,913
Lumina APV	6,873	68	39,072	68
S-10	21,038	18,249	116,495	132,914
S-10 Blazer	14,439	14,595	88,718	100,149
P Model	1,284	3,155	1,284	22,716
Blazer	1,334	1,589	10,928	12,845
Suburban	4,886	5,519	35,687	37,525
Pickups	41,509	41,922	311,286	296,702
Chevrolet	**117,365**	**116,778**	**774,288**	**772,573**
Pontiac Trans Sport	**2,959**	**0**	**18,582**	**0**
Olds Silhouette	**2,441**	**0**	**13,900**	**0**
Vans	5,621	6,164	36,543	46,431
Ram Wagon	1,991	2,248	15,494	16,327
Voyager	15,121	17,130	109,684	115,461
Caravan	16,887	18,161	124,774	124,780
Caravan C/V	733	1,130	8,458	9,379
Town & Country	232	253	1,777	253
Ram 50	785	2,205	7,548	17,907
Raider	0	963	1,092	4,791
Ramcharger	1,096	1,530	7,021	12,655
Dakota	5,863	6,447	47,645	54,066
Pickups	7,288	5,450	58,807	51,517
Chrysler	**55,617**	**61,681**	**418,843**	**453,567**
Vans	4,015	3,928	23,538	25,135
Safari	3,708	3,333	21,012	19,488
S-1/Sonoma	4,442	4,067	25,911	29,733
S-15 Jimmy	3,802	3,476	21,961	24,271
Jimmy	370	535	3,165	3,752
Suburban	2,270	1,898	14,921	13,190
Pickups	13,597	12,603	88,661	90,504
P Model	205	239	1,609	2,230
W-4	107	81	728	769
GMC	**32,516**	**30,160**	**201,506**	**209,072**
Wrangler	5,478	5,277	32,600	32,185
Wagoneer	288	468	2,065	3,809
Cherokee	10,329	14,803	73,657	91,481
Grand Wagoneer	723	980	4,020	6,337
Comanche	1,201	2,018	8,869	16,002
Jeep	**18,019**	**23,546**	**121,211**	**149,814**
Daihatsu	**467**	**0**	**2,850**	**0**
Isuzu*	**5,329**	**8,851**	**62,019**	**53,215**
Mazda	**9,750**	**10,506**	**74,639**	**69,781**
Mitsubishi	**3,807**	**3,377**	**25,817**	**23,367**
Nissan*	**16,470**	**13,872**	**104,031**	**95,298**
Range Rover	**452**	**356**	**2,526**	**2,758**
Suzuki*	**1,801**	**1,898**	**9,262**	**14,850**
Toyota	**25,319**	**21,832**	**157,891**	**148,090**
Volkswagen	**710**	**571**	**4,367**	**3,318**
Imports	**63,295**	**60,963**	**443,312**	**410,681**
Industry Total	**426,208**	**418,443**	**2,848,112**	**2,851,967**

*—Includes domestic vehicles †Includes imported Tracker Compiled by Karen Dobkowski

DOMESTIC CAR SALES

	July 21, to July 31, 1990	Same Period, 1989	July 1990	Same Month, 1989	Jan. 1 to July 31, 1990	Same Period, 1989
Talon	911	0	2,248	0	16,828	0
Premier	1,435	1,238	3,212	3,565	10,236	34,266
Total Eagle	**2,346**	**1,238**	**5,460**	**3,565**	**27,064**	**34,266**
Horizon	328	2,336	746	4,036	10,510	19,968
Laser	1,230	804	2,904	2,097	27,216	10,915
Sundance	1,993	3,300	4,505	6,752	34,725	46,810
Reliant	0	1,151	0	2,991	2,371	22,468
Acclaim	2,766	2,538	6,924	8,009	61,200	51,086
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**6,317**	**10,129**	**15,079**	**23,885**	**136,022**	**153,423**
LeBaron A	1,285	0	3,653	0	19,150	787
LeBaron J	2,455	2,150	6,058	6,174	37,687	54,154
LeBaron GTS	0	167	0	392	1,544	3,113
Fifth Avenue (rwd)	0	363	0	938	740	8,703
Fifth Avenue (fwd)	889	0	2,117	0	19,808	0
Imperial	344	0	824	0	7,040	0
New Yorker C	1,325	1,692	5,097	5,736	28,768	56,359
New Yorker E	0	0	0	0	0	237
Total Chrysler	**6,298**	**4,372**	**17,749**	**13,240**	**114,737**	**123,353**
Omni	293	2,125	689	3,812	10,389	20,093
Shadow	2,612	3,166	5,718	6,829	40,235	46,664
Monaco	687	0	1,790	0	4,526	0
Daytona	1,399	1,886	3,077	5,447	21,631	44,842
Aries	0	892	0	2,806	1,915	22,534
Lancer	0	122	0	305	1,081	2,060
Spirit	2,033	1,449	5,245	5,596	50,852	43,047
Diplomat	0	0	0	0	0	2,551
Dynasty	2,303	2,066	6,141	6,828	55,574	71,823
Dodge 600	0	0	0	0	0	808
Total Dodge	**9,327**	**11,706**	**22,660**	**31,623**	**186,203**	**254,422**
CHRYSLER MOTORS	**24,288**	**27,445**	**60,948**	**72,313**	**484,026**	**558,052**
Escort	7,532	12,496	20,826	31,936	163,211	206,318
Mustang	4,431	4,871	11,438	13,815	76,222	111,595
Tempo	6,246	6,043	18,055	17,402	136,082	136,836
Taurus	9,848	9,192	24,479	29,369	191,486	214,809
Thunderbird	3,602	3,489	9,516	9,506	66,013	72,388
Probe	5,508	4,699	14,952	13,100	78,868	83,746
Crown Victoria	3,004	4,441	8,991	10,782	66,845	65,104
Total Ford Div.	**40,171**	**45,231**	**108,257**	**125,910**	**778,727**	**890,796**
Topaz	2,424	2,500	6,490	6,900	46,755	54,398
Sable	4,234	4,134	9,962	9,294	58,868	70,470
Cougar	2,922	3,289	7,084	8,231	49,654	60,949
Grand Marquis	3,432	5,574	8,246	11,747	51,952	65,939
Total Mercury	**13,012**	**15,497**	**31,782**	**36,172**	**216,532**	**251,756**
Continental	1,861	2,023	4,588	4,842	36,778	34,295
Town Car	3,504	4,212	9,780	10,518	89,835	69,578
Mark VII	727	1,150	1,654	2,442	14,582	17,911
Total Lincoln	**6,092**	**7,385**	**16,022**	**17,802**	**141,195**	**121,784**
Total L-M Div.	**19,104**	**22,882**	**47,804**	**53,974**	**357,727**	**373,540**
FORD MOTOR CO.	**59,275**	**68,113**	**156,061**	**179,884**	**1,136,454**	**1,264,336**
Skyhawk	0	510	118	1,513	827	12,480
Somerset/Skylark	3,026	1,596	6,523	5,255	60,163	41,853
Century	3,976	3,777	9,082	9,278	67,577	77,201
Regal	5,040	2,087	10,518	6,101	47,658	48,738
LeSabre	6,059	5,771	13,474	15,468	93,658	82,431
Reatta	255	218	835	696	4,278	4,911
Electra/Park Ave.	2,532	2,081	5,373	6,703	30,088	46,386
Riviera	863	491	2,056	1,473	12,703	11,773
Total Buick	**21,751**	**16,531**	**47,979**	**46,487**	**316,952**	**325,773**
Cimarron	0	0	0	0	0	232
Allante	205	160	409	367	2,069	2,034
Seville	525	370	2,969	903	24,611	14,798
DeVille	4,692	4,736	11,349	12,327	91,311	95,182
Brougham	749	853	1,656	2,371	21,289	21,105
Eldorado	829	847	1,770	2,026	14,347	19,238
Total Cadillac	**7,000**	**6,966**	**18,153**	**17,994**	**153,627**	**152,589**
Geo Metro	1,839	0	4,184	0	14,975	0
Geo Prizm/Nova	5,466	3,187	13,167	8,888	69,941	43,303
Cavalier	8,346	8,377	21,874	23,884	173,106	178,540
Camaro	3,806	2,880	9,389	9,064	51,362	69,121
Celebrity	1,679	2,860	4,987	9,161	23,711	121,309
Corsica/Beretta	7,882	9,386	24,839	31,990	187,066	231,218
Lumina/Monte Carlo	7,825	4,781	20,768	12,313	140,947	35,906
Caprice	6,719	6,028	17,404	15,870	107,223	97,187
Corvette	981	773	2,454	2,448	15,317	12,623
Total Chevrolet	**44,543**	**38,272**	**119,066**	**113,618**	**783,668**	**789,287**
Firenza	0	0	0	0	0	12
Calais	3,438	3,442	9,971	8,869	63,500	56,899
Cutlass Ciera	4,203	5,607	9,960	15,748	85,897	119,145
Cutlass Supreme	2,527	3,047	5,886	7,328	62,544	58,264
88	5,018	4,749	11,312	12,364	61,502	87,273
98	2,257	2,057	6,055	5,319	31,581	42,385
Toronado	855	310	1,704	583	9,636	4,604
Total Oldsmobile	**18,298**	**19,212**	**44,888**	**50,211**	**314,660**	**368,582**
Fiero	0	0	0	0	0	1,961
Sunbird	3,989	2,674	8,960	8,009	65,496	58,597
Firebird	1,788	1,732	4,172	5,637	25,598	40,532
Grand Am	7,512	5,982	17,937	16,568	132,299	121,534
Pontiac 6000	1,241	1,815	2,745	5,161	29,165	43,579
Grand Prix	4,284	2,792	9,958	7,445	72,473	71,348
Bonneville H	2,311	2,194	5,197	6,363	39,727	53,901
Safari/Parisienne	0	140	0	428	0	2,890
Total Pontiac	**21,225**	**17,329**	**48,969**	**49,611**	**364,758**	**394,342**
GENERAL MOTORS	**112,917**	**98,318**	**279,855**	**277,921**	**1,933,685**	**2,030,493**
Civic	7,493	5,845	15,969	14,643	118,959	101,944
Accord	15,527	8,121	28,161	19,121	163,412	124,964
HONDA	**23,020**	**13,966**	**44,130**	**33,764**	**282,371**	**226,908**
MX-6	1,180	0	2,194	0	18,601	0
626	2,877	0	5,293	0	23,385	0
MAZDA	**4,057**	**2,624**	**7,487**	**3,772**	**43,148**	**25,957**
MITSUBISHI	**1,669**	**1,175**	**3,581**	**2,883**	**30,792**	**14,113**
NISSAN	**4,629**	**4,477**	**9,349**	**10,017**	**57,900**	**88,623**
Corolla	4,942	3,409	10,632	6,561	80,163	43,559
Camry	8,790	5,339	17,348	9,610	123,122	61,099
TOYOTA	**13,732**	**8,748**	**27,980**	**16,171**	**203,285**	**104,658**
SUBARU	**1,873**	**0**	**1,985**	**0**	**4,911**	**0**
DOMESTIC TOTAL	**244,760**	**224,258**	**589,476**	**595,725**	**4,156,953**	**4,288,140**
IMPORT TOTAL			**218,843**	**220,774**	**1,483,248**	**1,648,826**
INDUSTRY TOTAL			**808,119**	**836,499**	**5,640,891**	**5,936,766**

IMPORTED CAR SALES

	July 1990	July 1989	7 Mos., 1990	7 Mos., 1989
0Acura	13,176	12,765	84,902	83,825
Alfa Romeo	440	225	1,828	1,931
Aston Martin*	5	5	35	35
Audi	1,556	2,658	12,649	11,970
BMW	4,709	5,018	36,196	39,867
Chevrolet/GEO	10,615	10,287	90,668	67,705
Chrysler	224	659	3,215	4,739
Daihatsu	806	1,215	6,701	8,042
Dodge	2,144	2,740	12,975	22,770
Eagle	1,126	1,451	9,378	15,616
Ferrari*	80	80	560	560
Ford	5,243	7,001	34,793	43,427
Honda	23,876	26,442	148,166	142,222
Hyundai	10,669	13,598	80,542	111,888
Infiniti	2,107	0	11,367	0
Isuzu	386	1,861	2,196	11,454
Jaguar	1,410	1,472	10,860	10,837
Lamborghini*	13	13	91	91
Lexus	5,596	0	34,035	0
Lotus*	27	27	189	189
Maserati*	20	17	140	157
Mazda	14,169	17,442	96,302	108,363
Mercedes-Benz	5,284	6,403	42,591	42,668
Mercury/Merkur	5,230	7,760	17,347	44,673
Mitsubishi	4,859	4,198	70,596	41,734
Nissan	27,530	33,014	195,376	244,093
Peugeot	337	515	2,713	3,582
Plymouth	1,805	2,380	12,187	21,089
Pontiac	6,038	5,855	25,671	32,774
Porsche	750	1,167	5,881	5,721
Rolls/Bentley*	100	100	700	700
Saab	3,632	3,663	16,881	19,855
Sterling	273	470	2,609	3,821
Subaru	8,311	13,364	57,370	87,087
Suzuki	533	430	3,690	3,239
Toyota	35,519	35,347	220,630	260,069
Volkswagen	11,547	9,853	79,995	80,205
Volvo	7,639	9,173	56,939	62,216
Yugo	559	1,106	4,284	6,411
TOTAL	218,643	239,774	1,493,248	1,645,625

*—Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	July 1990	Percent Share	July 1989	Percent Share	7 Mos., 1990	Percent Share	7 Mos., 1989	Percent Share
Alfa Romeo	440	0.05	225	0.03	1,828	0.03	1,931	0.03
Aston Martin*	5	0.00	5	0.00	35	0.00	35	0.00
American Honda	81,182	10.03	72,971	8.72	515,439	9.12	452,955	7.64
BMW	4,709	0.58	5,018	0.60	36,196	0.64	39,867	0.67
Buick	47,979	5.93	46,487	5.56	316,952	5.61	325,773	5.49
Cadillac	18,153	2.24	17,994	2.15	153,627	2.72	152,589	2.57
Chevrolet	129,681	16.03	123,905	14.81	874,336	15.48	856,912	14.45
Chrysler	17,973	2.22	13,899	1.66	117,952	2.09	128,092	2.16
Daihatsu	806	0.10	1,215	0.15	6,701	0.12	8,042	0.14
Dodge	24,804	3.07	34,363	4.11	199,178	3.53	277,192	4.67
Eagle	6,586	0.81	5,016	0.60	36,442	0.65	42,470	0.72
Ferrari*	80	0.01	80	0.01	560	0.01	560	0.01
Ford	113,500	14.03	132,911	15.89	813,520	14.40	934,223	15.75
Hyundai	10,669	1.32	13,598	1.63	80,542	1.43	111,888	1.89
Isuzu	386	0.05	1,861	0.22	2,196	0.04	11,454	0.19
Jaguar	1,410	0.17	1,472	0.18	10,860	0.19	10,837	0.18
Lamborghini*	13	0.00	13	0.00	91	0.00	91	0.00
Lincoln	16,022	1.98	17,802	2.13	141,195	2.50	121,784	2.05
Lotus*	27	0.00	27	0.00	189	0.00	189	0.00
Maserati	20	0.00	17	0.00	140	0.00	157	0.00
Mazda	21,656	2.68	21,214	2.54	139,442	2.47	134,320	2.26
Mercedes	5,284	0.65	6,403	0.77	42,591	0.75	42,668	0.72
Mercury/Merkur	37,012	4.57	43,932	5.25	233,879	4.14	296,429	5.00
Mitsubishi	8,360	1.03	7,081	0.85	101,388	1.79	55,847	0.94
Nissan Motor	38,986	4.82	43,031	5.14	264,652	4.68	304,716	5.14
Oldsmobile	44,888	5.55	50,211	6.00	314,660	5.57	368,582	6.21
Peugeot	337	0.04	515	0.06	2,713	0.05	3,582	0.06
Plymouth	16,884	2.09	26,265	3.14	148,209	2.62	174,512	2.94
Pontiac	55,307	6.84	55,466	6.63	390,429	6.91	427,116	7.20
Porsche	750	0.09	1,167	0.14	5,881	0.10	5,721	0.10
Rolls/Bentley*	100	0.01	100	0.01	700	0.01	700	0.01
Saab	3,632	0.45	3,663	0.44	16,881	0.30	19,855	0.33
Sterling	273	0.03	470	0.06	2,609	0.05	3,821	0.06
Subaru	10,276	1.27	13,364	1.60	62,281	1.10	87,087	1.47
Suzuki	533	0.07	430	0.05	3,690	0.07	3,239	0.05
Toyota Motor	69,095	8.54	51,518	6.16	457,950	8.11	364,727	6.15
Volvo	7,639	0.94	9,173	1.10	56,939	1.01	62,216	1.05
VWoA	13,103	1.62	12,511	1.50	92,644	1.64	92,175	1.55
Yugo	559	0.07	1,106	0.13	4,284	0.08	6,411	0.11
TOTAL	**809,119**	**100.00**	**836,499**	**100.00**	**5,649,801**	**100.00**	**5,930,765**	**100.00**
TOTAL GM	**296,008**	**36.59**	**294,063**	**35.14**	**2,050,004**	**36.28**	**2,130,972**	**35.94**
TOTAL FORD	**166,534**	**20.58**	**194,645**	**23.27**	**1,188,594**	**21.04**	**1,352,436**	**22.80**
TOTAL CHRYSLER	**66,247**	**8.19**	**79,543**	**9.51**	**501,781**	**8.88**	**622,266**	**10.49**
TOTAL JAPANESE	**231,280**	**28.58**	**212,685**	**25.43**	**1,553,739**	**27.50**	**1,422,387**	**23.98**
TOTAL EUROPEAN	**38,381**	**4.74**	**41,965**	**5.02**	**275,141**	**4.87**	**290,816**	**4.90**
TOTAL KOREAN	**10,669**	**1.32**	**13,598**	**1.63**	**80,542**	**1.43**	**111,888**	**1.89**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

U.S. car and light truck sales, 7 months — 1990 vs. 1989 (Ranked by car and light truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)	Changes Sales (Units)
Ford	813,520	934,223	14.40	15.75	853,470	856,260	30.00	30.02	1,666,990	1,790,483	19.62	20.39	−0.76	− 6.90	−123,493
Chevrolet	874,336	856,912	15.48	14.45	774,288	772,573	27.21	27.09	1,648,624	1,629,485	19.41	18.55	0.85	1.17	19,139
Toyota	423,915	364,727	7.50	6.15	157,801	148,090	5.55	5.19	581,716	512,817	6.85	5.84	1.01	13.44	68,899
Dodge	199,178	277,192	3.53	4.67	307,382	337,853	10.80	11.85	506,560	615,045	5.96	7.00	−1.04	−17.64	−108,485
Honda	430,537	369,130	7.62	6.22	—	—	—	—	430,537	369,130	5.07	4.20	0.87	16.64	61,407
Pontiac	390,429	427,116	6.91	7.20	18,582	0	0.65	0.00	409,011	427,116	4.81	4.86	−0.05	− 4.24	− 18,105
Nissan	253,285	304,716	4.48	5.14	104,031	95,288	3.66	3.34	357,316	400,004	4.21	4.55	0.35	− 10.67	− 42,688
Oldsmobile	314,660	368,582	5.57	6.21	13,900	0	0.49	0.00	328,560	368,582	3.87	4.20	−0.33	− 10.86	− 40,022
Buick	316,952	325,773	5.61	5.49	—	—	—	—	316,952	325,773	3.73	3.71	0.02	− 2.71	− 8,821
Plymouth	148,209	174,512	2.62	2.94	109,684	115,461	3.86	4.05	257,893	289,973	3.04	3.30	−0.27	− 11.06	− 32,080
Mercury	233,879	296,429	4.14	5.00	—	—	—	—	233,879	296,429	2.75	3.38	−0.62	− 21.10	− 62,550
Mazda	139,442	134,320	2.47	2.26	74,639	69,781	2.62	2.45	214,081	204,101	2.52	2.32	0.20	4.89	9,980
GMC	0	0	0.00	0.00	201,506	209,072	7.08	7.33	201,506	209,072	2.37	2.38	−0.01	− 3.62	− 7,566
Cadillac	153,627	152,589	2.72	2.57	—	—	—	—	153,627	152,589	1.81	1.74	0.07	0.68	1,038
Lincoln	141,195	121,784	2.50	2.05	—	—	—	—	141,195	121,784	1.66	1.39	0.28	15.94	19,411
Mitsubishi	101,388	55,847	1.79	0.94	25,817	23,397	0.91	0.82	127,205	79,244	1.50	0.90	0.60	60.52	47,961
Jeep	0	0	0.00	0.00	121,211	149,814	4.26	5.25	121,211	149,814	1.43	1.71	−0.28	−19.09	− 28,603
Chrysler	117,952	128,092	2.09	2.16	1,777	253	0.06	0.01	119,729	128,345	1.41	1.46	−0.05	− 6.71	− 8,616
Acura	84,902	83,825	1.50	1.41	—	—	—	—	84,902	83,825	1.00	0.95	0.05	1.28	1,077
Volkswagen	79,995	80,205	1.42	1.35	4,367	3,310	0.15	0.12	84,362	83,515	0.99	0.95	0.04	1.01	847
Hyundai	80,542	111,888	1.43	1.89	—	—	—	—	80,542	111,888	0.95	1.27	−0.33	−28.02	− 31,346
Isuzu	2,196	11,454	0.04	0.19	62,019	53,215	2.18	1.87	64,215	64,669	0.76	0.74	0.02	− 0.70	− 454
Subaru	62,281	87,087	1.10	1.47	—	—	—	—	62,281	87,087	0.73	0.99	−0.26	− 28.48	− 24,806
Volvo	56,939	62,216	1.01	1.05	—	—	—	—	56,939	62,216	0.67	0.71	−0.04	− 8.48	− 5,277
Mercedes-Benz	42,591	42,668	0.75	0.72	—	—	—	—	42,591	42,668	0.50	0.49	0.02	− 0.18	− 77
Eagle	36,442	42,470	0.65	0.72	—	—	—	—	36,442	42,470	0.43	0.48	−0.05	−14.19	− 6,028
BMW	36,196	39,867	0.64	0.67	—	—	—	—	36,196	39,867	0.43	0.45	−0.03	− 9.21	− 3,671
Lexus	34,035	0	0.60	0.00	—	—	—	—	34,035	0	0.40	0.00	0.40	0.00	34,035
Saab	16,881	19,855	0.30	0.33	—	—	—	—	16,881	19,855	0.20	0.23	−0.03	−14.98	− 2,974
Suzuki	3,690	3,239	0.07	0.05	9,262	14,850	0.33	0.52	12,952	18,089	0.15	0.21	−0.05	−28.40	− 5,137
Audi	12,649	11,970	0.22	0.20	—	—	—	—	12,649	11,970	0.15	0.14	0.01	5.67	679
Infiniti	11,367	0	0.20	0.00	—	—	—	—	11,367	0	0.13	0.00	0.13	0.00	11,367
Jaguar	10,860	10,837	0.19	0.18	—	—	—	—	10,860	10,837	0.13	0.12	0.00	0.21	23
Daihatsu	6,701	8,042	0.12	0.14	2,850	0	0.10	0.00	9,551	8,042	0.11	0.09	0.02	18.76	1,509
Porsche	5,881	5,721	0.10	0.10	—	—	—	—	5,881	5,721	0.07	0.07	0.00	2.80	160
Yugo	4,284	6,411	0.08	0.11	—	—	—	—	4,284	6,411	0.05	0.07	−0.02	−33.18	− 2,127
Peugeot	2,713	3,582	0.05	0.06	—	—	—	—	2,713	3,582	0.03	0.04	−0.01	−24.26	− 869
Sterling	2,609	3,821	0.05	0.06	—	—	—	—	2,609	3,821	0.03	0.04	−0.01	−31.72	− 1,212
Range Rover	0	0	0.00	0.00	2,526	2,750	0.09	0.10	2,526	2,750	0.03	0.03	−0.00	− 8.15	− 224
Alfa Romeo	1,828	1,931	0.03	0.03	—	—	—	—	1,828	1,931	0.02	0.02	0.00	− 5.33	− 103
Rolls/Bentley*	700	700	0.01	0.01	—	—	—	—	700	700	0.01	0.01	0.00	0.00	0
Ferrari*	560	560	0.01	0.01	—	—	—	—	560	560	0.01	0.01	0.00	0.00	0
Lotus*	189	189	0.00	0.00	—	—	—	—	189	189	0.00	0.00	0.00	0.00	0
Maserati	140	157	0.00	0.00	—	—	—	—	140	157	0.00	0.00	0.00	−10.83	− 17
Lamborghini*	91	91	0.00	0.00	—	—	—	—	91	91	0.00	0.00	0.00	0.00	0
Aston Martin*	35	35	0.00	0.00	—	—	—	—	35	35	0.00	0.00	0.00	0.00	0
TOTAL	**5,649,801**	**5,936,765**	**100.00**	**100.00**	**2,845,112**	**2,851,967**	**100.00**	**100.00**	**8,494,913**	**8,782,732**	**100.00**	**100.00**	—	**− 3.28**	**−287,819**
Total Chrysler	501,781	622,266	8.88	10.49	540,054	603,381	18.98	21.16	1,041,835	1,255,647	12.26	13.96	−1.69	−15.00	−183,812
Total Ford	1,188,594	1,352,436	21.04	22.80	853,470	856,260	30.00	30.02	2,042,064	2,208,696	24.04	25.15	−1.11	− 7.54	−166,632
Total GM	2,050,004	2,130,972	36.28	35.93	1,008,276	981,645	35.44	34.42	3,058,280	3,112,617	36.00	35.44	0.56	− 1.75	− 54,337
Total U.S.	**3,740,379**	**4,105,674**	**66.20**	**69.23**	**2,401,800**	**2,441,286**	**84.42**	**85.60**	**6,142,179**	**6,548,988**	**72.30**	**74.54**	**−2.24**	**− 6.18**	**−404,781**
Total VWoA	92,644	92,175	1.64	1.55	4,367	3,310	0.15	0.12	97,011	95,485	1.14	1.09	0.05	1.60	1,526
Total Europe	**275,141**	**290,816**	**4.87**	**4.90**	**6,863**	**6,960**	**0.24**	**0.21**	**282,004**	**297,776**	**3.32**	**3.39**	**−0.06**	**− 5.30**	**− 15,772**
Total Honda of America	515,439	452,955	9.12	7.64	0	0	0.00	0.00	515,439	452,955	6.07	5.16	0.91	13.79	62,484
Total Nissan Motor	264,652	304,716	4.68	5.14	104,031	95,288	3.66	3.34	368,683	400,004	4.34	4.55	−0.21	− 7.83	− 31,321
Total Toyota Motor	457,950	364,727	8.11	6.15	157,801	148,090	5.55	5.19	615,751	512,817	7.25	5.84	1.41	20.07	102,934
Total Asia	**1,634,281**	**1,534,275**	**28.93**	**25.87**	**436,419**	**404,421**	**15.34**	**14.19**	**2,070,700**	**1,938,696**	**24.38**	**22.08**	**2.30**	**6.80**	**131,004**

*Estimate

IMPORT VEHICLES, DAYS' SUPPLIES

	Aug. 1, 1990	July 1, 1990	Aug. 1, 1989
Car			
Chevrolet	81	97	90
Chrysler Motors	90	98	184
Acura	49	59	48
Daihatsu	77	79	79
Honda	18	24	29
Infiniti	40	46	—
Isuzu	396	331	83
Lexus	22	23	—
Mazda	39	48	38
Mitsubishi	94	40	106
Nissan	83	93	88
Subaru	93	110	88
Suzuki	139	180	249
Toyota	57	75	43
JAPAN	**59**	**66**	**64**
Audi	166	110	67
BMW	62	68	76
Mercedes-Benz	41	41	50
Porsche	68	69	70
Volkswagen†	139	104	94
GERMANY	**95**	**81**	**74**
Alfa Romeo	85	67	115
Ford	67	109	86
Hyundai	54	57	60
Jaguar	66	70	49
Mercury	67	63	37
Peugeot	75	60	96
Pontiac	46	77	66
Eagle/Chrysler	228	44	244
Saab	41	71	65
Sterling	52	58	68
Volvo	97	85	74
Yugo	80	95	106
Other Countries	**65**	**74**	**71**
Total Import Cars	**65**	**70**	**67**
Truck			
Daihatsu	57	55	—
Geo Tracker	88	99	167
Isuzu	169	70	112
Mazda	50	24	62
Mitsubishi	42	47	65
Nissan*	48	66	47
Range Rover	52	64	48
Suzuki	111	98	157
Toyota	21	23	50
Dodge	128	109	169
Total Imp. Trucks	**51**	**46**	**73**
Total imp. Vehicles	**62**	**64**	**68**

*Includes domestic vehicles
†Includes cars built in Brazil and Mexico

REORGANIZE

FROM PAGE 1

Erdman as marketing vice president for GM of Canada, ending Erdman's 28-year association with GM's sales leader, Chevrolet.

GM seized the opportunity presented by the retirement of its top public relations official to make sweeping changes in its marketing, communications and planning staffs.

Public relations and marketing functions will be joined in a new communications and marketing staff. Product planning, which had been teamed with marketing, now will be joined with GM's economists in a new product planning and economics staff.

The moves surprised observers who had been speculating for months about who would get the job of John McNulty, who retires as vice president of public relations at the end of this month.

GM foiled the prognosticators with moves that left the company without a "public relations" staff and vice president of "public relations" for the first time in 50 years.

The changes realign the responsibilities of the vice presidents reporting to Executive Vice President F. Alan Smith — Marina v.N. Whitman and Charles Katko. Whitman, who was vice president and group executive of the public affairs staffs, now is vice president and group executive of public affairs and marketing. Katko, vice president and group executive of the operating staffs, gets additional duties, but no change in title.

George Eads, formerly vice president of the economics staff, now heads the product planning and economics staff, reporting to Katko.

James Fitzpatrick, formerly vice president of marketing and product planning, now heads the communications and marketing staff, reporting to Whitman. Reporting to Fitzpatrick are:

Quigley

Eads

Guarascio

Fitzpatrick

Barabba

- William Quigley, formerly executive director of corporate communications, now is executive-in-charge of communications. His staff gets most of the activities that reported to McNulty.
- Philip Guarascio, formerly executive director of advertising and strategic merchandising, now is head of marketing programs and advertising. His staff unifies the advertising services functions of the former marketing and product planning staff and the public affairs advertising function that was part of public relations.
- Vincent Barabba, executive director of market research and planning, retains that title but also gets an enhanced strategic market planning function.

The changes in the communications staff are aimed at improving two-way communications between the company and its employees, said spokesman James Crellin.

Joining the product planning and economics activities is a logical move, said Arvid Jouppi, an independent automotive analyst in Detroit. The economists study factors such as fuels availability, energy costs, demographics and debt and wealth distribution, then product planners determine the kinds of vehicles for those conditions, Jouppi said.

"I doubt very much that they (economists and product planners) would have final say in what cars are built," Jouppi said. "They (operate) in the future, before the theoretical goes into hardware."

In announcing the GM Supplier Policy Forum, the company admitted that its relationships with suppliers need improvement.

GM President Lloyd Reuss announced the forum at the University of Michigan Management Briefing in Traverse City, Mich. He said GM wants to be more responsive to supplier concerns and do a better job of balancing the needs of suppliers with GM's needs.

"It'll be a conduit for the input and feedback . . . that we need in our decision making," Reuss told an audience dominated by suppliers.

"It's a positive step toward a new way of doing business. We're encouraged to hear about it," said James Roth, president of the Stamping and Frame Division of Budd Co. in Rochester, Mich., a major GM supplier.

Reuss said GM has not decided how many suppliers will serve on the forum, nor how the representatives will be chosen. The forum will be headed by GM Vice President Donald Pais, head of the materials management staff. The group will work with Reuss "and other GM policymakers," Reuss said.

Another big decision for Reuss and Chevrolet General Manager J.C. Perkins will be the successor to Erdman, 51, the division's general marketing manager since 1988.

Erdman, who has spent his entire GM career at Chevrolet, assumes the GM Canada post held for the past three years by William Atkinson. The move is effective Sept. 1.

Atkinson, 53, is retiring after a 34-year career with GM and plans to buy a GM dealership in the Toronto area.

Erdman joined Chevrolet in 1962 as a clerk in the parts and accessories department after graduating from Xavier University in Cincinnati. He spent 18 years in Chevrolet's field organization, working with dealers.

He moved to the central office in 1981 as sales manager for trucks and progressed through the sales and marketing organization until he was named to his current post in 1988.

Atkinson joined GM of Canada in 1956 as an employee at the former Frigidaire plant in Scarborough, Ontario, plant while he still was a student at General Motors Institute in Flint, Mich. He held sales and marketing positions with GM do Brasil, the corporate staff and with Pontiac and Buick before being named to his current post in 1987.

Automotive News Staff Reporter Laura Clark contributed to this report.

SALES

FROM PAGE 42

among the transplants, up 100 percent. Nissan, which had been experiencing sales declines, saw vehicle sales rise 14.52 percent.

For the month, domestic and import vehicle sales declined 2.04 percent from the July total last year. Domestic car sales were off 1.05 percent. Chrysler, Ford and Nissan registered the only declines among U.S. producers.

Import car sales were down 8.81 percent with only nine of the 39 import makes showing gains. Most of those increases were nominal.

Alfa Romeo's sales climbed to 440 from 225 last July. Volkswagen's sales rose 17.19 percent.

Among the hardest-hit imports were Yugo, off 49.46 percent; Audi, off 41.46 percent and Porsche, down 35.73 percent.

On the domestic side, Chrysler fared the worst in July with a 13.33 percent drop in total sales. Mazda's 98.49 percent jump was the best.

For the first seven months of the year, combined import and domestic vehicle sales dropped 3.28 percent to 8,494,913. The Big 3 carmakers — and Nissan — reported year-to-year sales declines for the first seven months of 1990. Import car sales were down 9.26 percent.

New-car inventories on Aug. 1 were at normal seasonal levels. The combined import and domestic new-car inventory represented a 58-day supply on Aug. 1. For the last seven years, the Aug. 1 average has been a 57-day supply.

Domestic makers had a 56-day supply of new cars on Aug. 1, compared to 62 days on July 1 and 65 days on Aug. 1 last year.

The import supply was 65 days, compared to 70 on July 1 and 67 last Aug. 1.

BRAWL

FROM PAGE 3

through Jeep-Eagle dealers, Beck in his letter tells Iacocca to "take the imports which you personally condemn and stick them up your back side."

Bidwell, in a three-page reply to dealers, claims he "will not personally sit by and let a great American and a lot of dedicated people be demeaned by a tin-horn mudslinger."

"He proceeds to call Mr. Iacocca a liar," Bidwell wrote, disputing Beck's assertions. "I would suggest that Mr. Beck would be better served to look in the mirror for one.

"Let him go peddle his hot-selling Suzukis and Hyundais. We've all got work to do," Bidwell wrote in closing. Beck has franchises for both imports.

In the letter dated July 26 and sent to all dealers in the New Orleans zone, Bidwell said he previously has never intervened "in what appears to be a local issue." Bidwell called his message a "personal letter, not an official Chrysler Corporation letter." It was written on company stationery bearing Bidwell's letterhead as Chrysler Motors chairman.

Beck's letter, dated July 10, was written following the biannual meeting of the National Jeep-Eagle Dealer Council in Detroit in June. Beck says he doesn't know how Bidwell got a copy of the letter.

Beck charged that Chrysler has violated a promise made by Iacocca in 1987 because the company has "badge-engineered" products among the Jeep-Eagle, Chrysler-Plymouth and Dodge franchises. Badge-engineering refers to the practice of giving various divisional badges to the same product.

Specifically, Beck cited Chrysler's decision to sell the Eagle Premier through the Dodge division as the Monaco and also to give Dodge a version of the upcoming ZJ sport-utility, a successor to the Jeep Cherokee.

"Mr. Iacocca flat out right lied to pull the Jeep dealers together when Chrysler bought out Jeep/Renault," Beck said. Citing a 1987 dealer meeting, Beck said, "Mr. Iacocca took the podium in front of a packed auditorium of Jeep dealers and swore there would be no badge engineering of Jeep product."

"Dodge has Premier, called Monaco. The upgrade Cherokee coming next year will be badge engineered. We get a badge engineered two-door Colt," Beck said. "Return Jeep to an exclusive franchise. This is the only way Jeep can survive."

Beck also charged Chrysler has overpriced Jeep-Eagle products, making them non-competitive. "Chrysler Corp. and Mr. Iacocca took the Jeep product line and price increased Jeep-Eagle slap out of the market," Beck said.

In his rebuttal, Bidwell noted Jeep Cherokee sales in 1986 and 1987 averaged just under 110,000 units per year. "In the first two years after Chrysler's acquisition of AMC, they rose to an average of over 150,000 units per year," he said.

"Total AMC car volume in 1987 — eight months AMC, four months Chrysler — was 43,600 units," Bidwell said. "Eagle volume averaged between 65,000 and 70,000 in 1988 and 1989 and will reach 65,000 or better in 1990 in a car market that is off over 500,000 units on an annual rate basis."

> "Mr. Iacocca did not lie on the subject of badge-engineering. Lee said we would not do derivatives of L-car and K-car to try and jump-start the Eagle franchise, and we haven't."
>
> **Bennett Bidwell**

Bidwell also disputed the charge of badge-engineering.

He said the three-door Colt "is being given to Jeep-Eagle at the express request of its dealer council for an entry-level vehicle."

"The new ZJ will not be badge-engineered," Bidwell said. "It will launch first, and will contain many exclusive features."

"Mr. Iacocca did not lie on the subject of badge-engineering. Lee said we would not do derivatives of 'L' car and 'K' car to try and jump-start the Eagle franchise, and we haven't," Bidwell said. "He said we would try and build Eagle from scratch, and we are trying to do that."

Bidwell also said that Eagle is designated to be the lead brand of Chrysler's new 1993 carline, code-named LH.

Product allocation among the three company franchises has been a constant headache for Chrysler since it bought AMC. Chrysler-Plymouth, Dodge and Jeep-Eagle dealers have all fought to maintain divisional product exclusivity. For example, the company currently is embroiled in a battle because Chrysler-Plymouth and Dodge dealers are trying to thwart Jeep-Eagle's demand for a version of the company's popular minivan.

Paul Fournier, chairman of the Jeep-Eagle National Dealer Council, said the issues raised by Beck have been discussed by the council and with Chrysler in forums where the emphasis has been on respect and cooperation. Beck, as New Orleans zone chairman, is a member of the 28-member national dealer council.

"The reason for the council is to have a mutually respectful exchange between the dealers and the company," Fournier said.

"Badge-engineering has always been one of the key issues — if not the key issue. And the council has fought hard for repricing Premier and Cherokee. Any issue is reviewed and discussed by council and then presented to Chrysler.

He added: "The company gives us an opportunity to express ourselves and we give them an opportunity to express themselves."

PRODUCTION

Parts strike threatens GM output

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

A strike at a General Motors components plant threatened to shut at least 10 of the company's 28 U.S. car and truck assembly plants last week. The plant supplies fuel tanks for GM vehicles and doors and grilles for GM trucks.

Members of Local 659 at a Flint, Mich., plant of GM's AC Rochester Division walked out last Wednesday. Grievances include health and safety issues and work practices.

Assembly plants were affected as early as last Thursday. GM, like other automakers, uses the "just-in-time" delivery process to cut inventory and warehousing costs. Any interruptions in parts flow can affect production within days.

GM plants supplied by the strike-bound plant include the Buick City (Flint); Orion Township, Mich.; and Wentzville, Mo., car facilities and seven of GM's 10 truck assembly plants.

GM's Truck & Bus Group closed the Moraine, Ohio, S-truck facility last Thursday, and the Shreveport, La., and Pontiac (Mich.) West plants last Friday. All three plants ran out of fuel tanks. About 6,900 workers were idled.

Last week's estimated production does not reflect GM plant closings due to the AC Rochester strike.

U.S. automakers scheduled 122,968 cars last week, 28.04 percent above the prior week and 14.68 percent above the year-ago week.

So far this year, 3,751,636 cars have been assembled, 12.45 percent below the 1989 total at this point.

Truckmakers planned to build 69,471 units, 4.45 percent below the previous week and 10.91 percent below the year-ago week.

Truck production this year totals 2,480,032 units, down 6.81 percent from last year's total at this time.

Last week's estimated production was shared as follows: General Motors, 39.16 percent; Ford Motor Co., 28.69 percent; Chrysler Corp., 11.26 percent; Honda of America Manufacturing Inc., 7.51 percent; Toyota Motor Manufacturing U.S.A., Inc., 3.59 percent; New United Motor Manufacturing Inc., 3.33 percent; Mazda Motor Manufacturing (USA) Corp., 2.95 percent; Diamond-Star Motors Corp., 2.61 percent; Subaru-Isuzu Automotive Inc., 0.52 percent; and Nissan Motor Manufacturing Inc., 0.38 percent.

Truck assembly jumps in Canada

Canadian automakers estimated output of 13,746 units last week, 0.90 percent above the prior week and 26.83 percent above the year-ago week.

Truckmakers' targeted production of 7,606 units was 66.14 percent above the previous week but was 30.52 percent below the year-ago week. The Chrysler minivan plant in Windsor, Ontario, accounted for the week's upturn.

General Motors' Canadian car and truck facilities are expected to resume output today. All plants were closed for vacation.

U.S. CAR	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Horizon	0	1,249	0	0	4,327	18,534
Sundance	1,900	1,140	2,029	2,961	48,313	65,348
Acclaim	2,100	2,465	1,904	3,310	60,542	75,702
Total Plymouth	**4,000**	**4,854**	**3,933**	**6,271**	**113,182**	**159,584**
LeBaron A	0	0	0	7	8,064	0
LeBaron J	1,200	1,977	966	2,300	29,866	62,369
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	500	724	413	1,118	25,448	58,997
Fifth Avenue	1,200	1,476	1,016	935	16,485	1,500
Imperial	50	0	0	137	12,553	0
Total Chrysler	**2,950**	**4,177**	**2,395**	**4,497**	**92,416**	**125,812**
Omni	0	1,131	0	0	4,078	19,906
Daytona	800	1,286	695	1,561	19,962	51,315
Shadow	2,000	1,085	2,099	3,030	55,635	62,217
Dynasty	2,300	1,663	1,899	2,344	67,615	86,842
Lancer	0	0	0	0	0	1,528
Spirit	1,800	1,527	1,721	2,720	55,893	63,114
Total Dodge	**6,900**	**6,692**	**6,414**	**9,655**	**203,183**	**284,922**
CHRYSLER MOTORS	**13,850**	**15,723**	**12,742**	**20,423**	**408,781**	**570,318**
Escort	6,579	6,525	5,851	12,878	130,781	194,652
Mustang	3,705	4,386	3,631	5,019	88,712	133,398
Tempo	3,092	2,942	2,618	6,866	83,243	92,308
Taurus	7,974	3,984	7,284	18,070	219,440	224,803
Thunderbird	3,183	2,600	2,990	7,466	75,596	98,942
Total Ford Div.	**24,533**	**20,437**	**22,374**	**50,299**	**597,772**	**744,103**
Topaz	1,027	1,440	1,407	3,656	32,451	43,038
Cougar	2,123	2,619	1,901	4,719	50,187	84,622
Sable	2,506	1,402	2,521	6,238	66,752	72,649
Total Mercury	**5,656**	**5,461**	**5,829**	**14,613**	**149,390**	**200,309**
Continental	1,529	1,020	1,560	3,678	37,178	41,880
Mark VII	507	0	460	650	14,006	13,978
Town Car	3,060	2,110	3,124	7,289	96,085	78,778
Total Lincoln	**5,096**	**3,130**	**5,144**	**11,617**	**147,269**	**134,636**
Total L-M Div.	**10,752**	**8,591**	**10,973**	**26,230**	**296,659**	**334,945**
FORD MOTOR CO.	**35,285**	**29,028**	**33,347**	**76,529**	**894,431**	**1,079,048**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,940	44	955	5,267	54,790	34,914
Century	0	2,988	0	6,238	41,930	79,158
Riviera	697	47	0	856	13,813	11,409
Electra/Park Ave.	2,046	1,685	0	3,961	23,073	46,854
LeSabre (fwd)	2,719	2,352	0	9,186	99,443	92,357
LeSabre (rwd)	0	0	0	0	4,022	4,102
Reatta	0	50	0	581	5,277	3,162
Total Buick	**7,402**	**7,166**	**955**	**26,089**	**242,348**	**278,869**
Eldorado	723	40	0	837	12,984	19,152
Seville	730	34	0	2,019	23,536	14,032
Brougham (rwd)	1,213	265	1,160	2,189	17,174	21,933
DeVille (fwd)	1,760	3,742	0	6,356	97,662	122,866
Allante	89	75	89	267	2,783	2,077
Total Cadillac	**4,515**	**4,156**	**1,249**	**11,868**	**154,139**	**180,868**
Cavalier	5,840	4,868	2,264	20,134	199,386	233,717
Camaro	2,153	30	1,945	4,246	42,781	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	4,998	3,953	1,072	21,552	173,102	231,961
Caprice	4,606	1,212	6,339	16,742	160,348	112,761
Corvette	0	0	0	2,163	14,645	16,306
Total Chevrolet	**17,597**	**10,063**	**11,620**	**64,837**	**590,262**	**729,685**
Calais	2,140	34	1,092	6,698	62,521	56,525
Cutlass Ciera	0	1,076	0	7,436	48,972	57,403
Cutlass Supreme	2,020	1,793	2,011	8,401	55,644	54,522
Toronado	437	10	0	467	9,946	4,845
88 (fwd)	2,033	1,583	0	7,120	64,172	87,618
88 (rwd)	0	48	0	9	1,214	5,065
98	0	1,322	0	2,402	32,784	45,282
Total Oldsmobile	**6,630**	**5,866**	**3,103**	**32,533**	**275,253**	**311,260**
Sunbird	4,000	440	2,975	9,512	92,951	91,222
Grand Am	4,800	4,305	3,723	12,791	125,109	148,219
Firebird	1,098	31	1,275	2,628	26,462	35,352
Grand Prix	0	2,839	552	12,121	72,996	74,606
Pontiac 6000	0	1,721	0	5,448	36,411	53,092
Bonneville	2,087	2,116	0	3,558	48,610	56,185
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**11,985**	**11,452**	**8,525**	**46,058**	**402,539**	**461,367**
GENERAL MOTORS	**48,129**	**38,703**	**25,452**	**181,185**	**1,864,541**	**1,981,241**
DIAMOND-STAR	**3,211**	**2,479**	**2,891**	**9,368**	**79,113**	**36,610**
HONDA	**9,239**	**7,662**	**9,176**	**30,529**	**267,514**	**234,391**
Civic	2,282	2,537	2,040	7,060	72,194	80,221
Accord	6,957	5,065	7,136	23,460	195,320	154,170
MAZDA†	**3,627**	**3,438**	**3,377**	**11,916**	**105,953**	**125,717**
NISSAN	**472**	**2,347**	**3**	**1,962**	**51,571**	**71,701**
NUMMI	**4,190**	**4,216**	**4,223**	**17,493**	**130,348**	**127,197**
Corolla	2,100	1,722	2,173	8,905	65,570	51,414
Geo Prizm/Nova	2,000	2,494	2,050	8,588	64,770	75,783
SUBARU-ISUZU	**635**	**0**	**572**	**2,453**	**16,362**	**0**
TOYOTA	**4,420**	**3,680**	**4,258**	**16,729**	**133,130**	**78,727**
TOTAL CARS, U.S.	**122,968**	**107,225**	**96,841**	**367,678**	**3,751,636**	**4,284,950**
TOTAL CARS, CANADA	**13,746**	**10,838**	**13,871**	**73,512**	**636,950**	**584,279**
U.S., CANADA CARS	**136,714**	**118,063**	**109,912**	**441,190**	**4,388,586**	**4,879,229**
U.S., CANADA CARS AND TRUCKS	**213,791**	**206,987**	**187,208**	**741,152**	**7,388,581**	**8,118,745**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Monaco	400	0	151	545	6,138	0
Premier	875	1,240	916	2,210	6,901	24,691
CHRYSLER MOTORS	**1,275**	**1,240**	**1,067**	**2,755**	**13,039**	**24,691**
Tempo	2,400	2,492	3,040	1,094	74,921	78,486
Topaz	1,441	1,051	1,235	428	27,716	33,295
Crown Victoria	2,062	2,192	2,779	6,593	74,489	75,702
Grand Marquis	2,498	2,167	2,319	5,611	65,933	81,323
FORD MOTOR CO.	**8,401**	**7,902**	**9,373**	**13,726**	**243,059**	**268,806**
Celebrity	0	0	0	4,147	20,319	15,231
Cutlass Ciera	0	0	0	8,841	53,487	95,976
Lumina	0	0	0	17,683	132,220	81,640
Regal	0	0	0	12,273	57,182	43,462
GENERAL MOTORS	**0**	**0**	**0**	**42,944**	**263,208**	**236,309**
HONDA	**2,100**	**1,317**	**2,150**	**7,088**	**64,179**	**50,742**
HYUNDAI	**720**	**0**	**0**	**2,193**	**11,963**	**0**
TOYOTA	**1,250**	**379**	**1,281**	**4,212**	**36,249**	**8,544**
VOLVO	**0**	**0**	**0**	**684**	**5,253**	**5,187**
TOTAL CARS, CANADA	**13,746**	**10,838**	**13,871**	**73,512**	**636,950**	**584,279**

U.S. TRUCK	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Caravan	0	1,554	0	7,795	67,046	64,779
Dakota	1,300	1,923	1,268	1,832	41,517	59,683
Caravan C/V	0	79	0	362	4,171	4,535
Ram pickups	1,900	1,929	1,809	2,740	61,332	59,788
Total Dodge	**3,200**	**5,485**	**3,077**	**12,729**	**174,066**	**188,785**
Cherokee	1,600	4,182	0	33	91,790	137,840
Comanche	100	472	0	9	4,341	18,595
Grand Wagoneer	200	325	0	2	3,970	7,164
Wagoneer	25	66	0	5	2,210	5,251
Total Jeep	**1,925**	**5,045**	**0**	**49**	**102,311**	**168,850**
Voyager	0	1,379	0	6,940	62,823	60,854
Town & Country	0	42	0	130	2,078	1,874
Total C-P Div.	**0**	**1,421**	**0**	**7,070**	**64,901**	**62,728**
CHRYSLER MOTORS	**5,125**	**11,951**	**3,077**	**19,848**	**341,278**	**420,363**
Aerostar	4,454	4,000	5,570	11,239	126,297	143,474
Bronco	986	1,382	992	2,422	32,315	48,667
Bronco II/Explorer	4,931	2,105	5,759	13,422	109,921	75,562
Econoline	4,121	4,153	4,044	9,751	119,894	145,462
Mediums/Heavies	1,149	1,118	1,373	3,055	33,558	39,916
Light trucks	10,888	9,079	9,156	21,867	279,606	331,100
Ranger	5,589	5,975	5,876	13,526	176,140	198,627
Total Ford Div.	**32,118**	**27,812**	**32,770**	**75,282**	**877,731**	**980,808**
FORD MOTOR CO.	**32,118**	**27,812**	**32,770**	**75,282**	**877,731**	**980,808**
Astro	2,905	2,886	3,019	11,860	77,717	104,217
Blazer	365	535	382	1,566	11,140	17,958
Lumina APV	0	0	0	7,435	58,553	0
Mediums/Heavies	455	275	298	642	5,456	6,756
P-Model	0	0	0	2,197	15,501	20,749
Pickups	3,836	7,868	8,689	43,539	254,144	254,374
S-10	4,876	5,046	4,565	20,286	148,670	169,547
S-10 Blazer	3,997	3,716	4,138	5,897	63,687	123,620
Sportsvan/Van	0	1,721	0	1,172	37,788	61,881
Suburban	1,510	1,394	1,637	6,363	43,886	50,235
Total Chevrolet	**17,944**	**23,441**	**22,728**	**100,957**	**716,542**	**905,618**
Jimmy	110	161	120	393	3,446	5,310
Mediums/Heavies	615	609	469	704	6,221	11,014
P-Model	0	0	0	492	2,063	2,916
Pickups	1,244	2,073	1,167	13,031	90,751	75,524
S-1/Sonoma	981	1,142	1,279	4,337	34,398	38,663
S-15 Jimmy	1,249	1,240	1,106	2,015	21,627	34,400
Safari	855	794	810	3,992	28,103	27,035
Suburban	865	691	671	3,521	21,966	19,529
Vandura/Rally Vans	0	600	0	777	14,129	17,352
Total GMC	**5,919**	**7,310**	**5,622**	**29,262**	**222,706**	**225,802**
Olds Silhouette	0	0	0	4,636	23,636	0
Pontiac Trans Sport	0	0	0	4,231	36,842	0
GENERAL MOTORS	**23,863**	**30,751**	**28,350**	**139,086**	**999,726**	**1,131,420**
NAVISTAR	**1,580**	**1,759**	**1,586**	**3,814**	**46,215**	**52,121**
NISSAN	**2,450**	**2,254**	**2,736**	**7,113**	**98,070**	**74,899**
SUBARU-ISUZU	**885**	**0**	**821**	**3,255**	**17,372**	**0**
AM GENERAL*	**450**	**450**	**450**	**1,800**	**14,040**	**14,040**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**12,000**	**93,000**	**87,000**
TOTAL TRUCKS, U.S.	**69,471**	**77,977**	**72,710**	**252,198**	**2,480,032**	**2,661,251**

CANADIAN TRUCK	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Caravan	912	2,439	21	0	83,642	86,790
Caravan C/V	0	151	0	0	5,610	7,324
Ram Wagon	346	421	4	894	14,597	16,135
Ram Van	1,558	1,241	0	2,474	35,320	41,391
Total Dodge	**2,816**	**4,252**	**25**	**3,368**	**139,169**	**151,640**
Voyager	825	2,054	18	0	66,594	77,249
Total Plymouth	**825**	**2,054**	**18**	**0**	**66,594**	**77,249**
Wrangler	1,332	1,866	852	3,284	35,277	49,424
Total Jeep	**1,332**	**1,866**	**852**	**3,284**	**35,277**	**49,424**
CHRYSLER MOTORS	**4,973**	**8,172**	**895**	**6,652**	**241,040**	**278,313**
FORD MTR. (lt. trks.)	**2,454**	**2,584**	**3,450**	**4,713**	**98,486**	**97,721**
Light trucks	0	0	0	14,433	102,358	97,446
Vans	0	0	0	5,384	31,928	36,743
Total Chevrolet	**0**	**0**	**0**	**19,817**	**134,286**	**134,189**
Light trucks	0	0	0	4,221	39,732	42,381
Vans	0	0	0	1,812	13,309	18,057
Total GMC	**0**	**0**	**0**	**6,033**	**53,041**	**60,438**
GENERAL MOTORS	**0**	**0**	**0**	**25,850**	**187,327**	**194,627**
NAVISTAR	**179**	**191**	**224**	**940**	**9,131**	**7,804**
TOTAL TRKS. CANADA	**7,606**	**10,947**	**4,570**	**37,764**	**529,963**	**578,295**
U.S., CANADA TRKS.	**77,077**	**88,924**	**77,280**	**290,062**	**3,009,995**	**3,239,546**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.